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Bigmouthmedia seeks clarification of Google/Yahoo advertising pact

Bigmouthmedia has urged Google to clarify the details of its advertising pact with Yahoo

/24-7PressRelease/ - EDINBURGH, SCOTLAND, June 15, 2008 - Announced in the US, the deal between the world's two biggest search engines will see Google Ads begin appearing on Yahoo's search engine results and other pages from September 2008. The move - which analysts say could boost Yahoo's revenues by up to \$800 million - has been delayed for three months to enable a period of voluntary regulatory review, but both parties insist the deal breaches no monopoly rules and are confident that it will proceed as planned.

The announcement has already seen an explosion of speculation, with many commentators tipping the agreement to roll out globally if the initial implementation in North America works well. In the [digital marketing](#) sector the emphasis is on hard facts however, and a question mark still hangs over what impact the deal is likely to have on clients' online campaigns.

"No details are yet available on the specifics of the service, but a critical issue will be whether clients will be able to see which of the two search engines is driving the traffic in our AdWords reports. The ability to identify the origin of such traffic is crucial, and we are already in discussions with Google that we hope will produce an answer to this question at the earliest opportunity," said Lyndsay Menzies, Managing Director of [bigmouthmedia](#) UK.

"Given that our New York office will be working with the new hybrid system long before it reaches our UK and European competitors we will be in a position to make an early assessment of the deal's implications, but urgent clarification of how the service will function would benefit the industry as a whole."

About bigmouthmedia

Founded in 1997, bigmouthmedia are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and exposure for major brands online through a variety of fully integrated digital marketing channels: [Search Engine Optimisation](#), PPC, Display Advertising, [Affiliate Marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics.

Bigmouthmedia services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the Year title at the National Business Awards and National Business Awards for Scotland and UK as well being named European Entrepreneur at a recent ceremony in Paris.